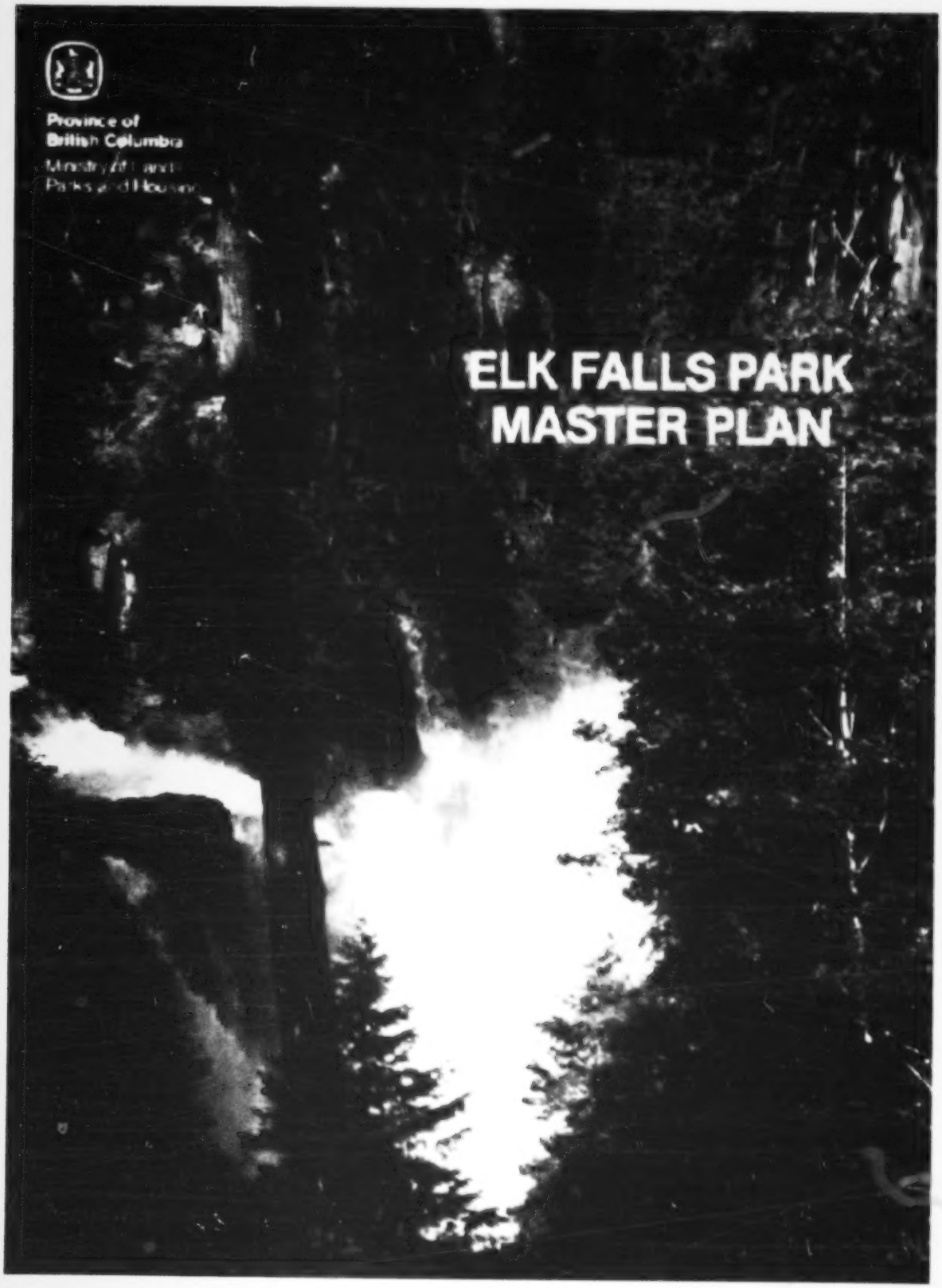
Province of
British Columbia
ELK FALLS PARK
MASTER PLAN

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This Master Plan for Elk Falls Provincial Park is submitted for your consideration and approval.

M. H. Turner
Planning Manager
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RECOMMENDED: _____ May 15/86
J. Gillings
District Manager
Strathcona District Office
Date

APPROVED: _____ May 20, 86
George Trachuk
Regional Director
South Coast Region
Date

105-00526/

ELK FALLS PROVINCIAL PARK
MASTER PLAN

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PART I: SUMMARY AND BACKGROUND

A. PLAN SUMMARY

Elk Falls Provincial Park has natural resource opportunities which provide an excellent capability to meet park recreation and tourism goals. The park provides camping and day use opportunities with a river oriented setting in close proximity to the Municipality of Campbell River, a popular tourist destination area.

Existing use of the camping facilities during the summer months are modest due to the variety of other recreation opportunities offered in the area and the level of facility development and recreation opportunities offered in the park.

Provision of day use opportunities is an important component of the park as existing use demonstrates. However the park's potential for providing such opportunities has not been utilized to date.

The Plan proposes development focusing on diversifying recreation opportunities, improving services and expanding public information with the objective of increasing the overall use of the park.

B. REGIONAL AND PROVINCIAL CONTEXT

Elk Falls Provincial Park is a Class A Provincial Park situated 8 kilometres west of the Municipality of Campbell River on Highway 28. Established on December 20, 1940 the park originally contained over 1124 hectares of land adjacent to the confluence of the Campbell and Quinsam Rivers. In 1946, 101.9 hectares were deleted from the park for construction of the John Hart Dam and Power Station by B.C. Hydro. Since 1946 several minor land deletions and additions have been made to the park, bringing its present size to 1074.4 hectares.

The park has moderate resource diversity offering a variety of recreational opportunities in a river-oriented setting, which include: camping, picnicking, hiking, fishing and nature appreciation. The provincial role of the park is to provide recreational facilities for the touring public. Because of its proximity to an urban area, the park has significant potential for providing day use opportunities to regional residents. General park objectives are to enhance existing camping and day use opportunities.

There are several municipal, regional and other provincial parks in the area which provide additional recreational opportunities and diversity, ranging from ocean oriented day use and camping facilities to back country hiking, wilderness camping and winter recreation.

location

figure 1

C. RESOURCES

1. NATURAL RESOURCES

a) Natural Region/Regional Landscapes

Elk Falls Provincial Park lies within the Province's Coastal Lowlands Natural Region. It is partially representative of the Georgia Strait Lowlands and Islands Regional Landscape. This landscape, glacial in origin, is characterized by low lying basins and rolling treed hills. Elk Falls Park displays vegetation, topographic relief and climate typical of the regional landscape unit, however the associated marine component is absent.

b) Climate

The climate of the Campbell River coastal area is relatively mild year around, with cool to warm summers followed by mild winters. The mean annual temperature recorded for January 1975 is 1.3° Centigrade while 17.4° Centigrade was recorded for July. Mean annual total precipitation for that year was 1538 mm, with 1436 mm occuring as rain and 104 mm as snow.

c) Physiography

Elk Falls Provincial Park exemplifies the landforms found on much of Vancouver Island's east coast. A narrow coastal lowland rises to a gentle undulating plateau which is backed by the steeper relief of the Vancouver Island Insular Range. Bedrock consists of folded and faulted volcanic and sedimentary rocks, mesozoic in origin and relating to the Insular Range. Soils generally consist of humo-ferric podzols, moderately well drained, dark reddish in colour with low pH values. Soil textures are predominately coarse to medium.

The topography of the park consists of several poorly defined broken terraces cut by the Campbell River. Topography is particularly steep on the north side of the river, with banks reaching over 60 metres in height. The river bank becomes increasingly steep westward towards John Hart Lake with a series of three waterfalls in a canyon-like setting occuring below the dam site. These falls are a major attraction for visitors to the park.

d) Hydrology

The major water courses within the park include Campbell River, John Hart Lake and the Quinsam River. John Hart Lake is a reservoir created in 1948 when the John Hart Dam was constructed for hydro power. Water levels of both Hart Lake and the Campbell River are regulated by the hydro operations. This has had the effect of reducing the normal increase in water flow over the falls during runoff periods, thereby reducing the visual quality of the falls. Periodic releases of "extra" water via the spill gates on the north shore of Hart Lake adjacent to Moose Falls is undertaken once or twice a year to control excess runoff and snow melt during early winter and spring. Water levels on John Hart Lake fluctuate approximately one metre, while Campbell River may swell 1.2 to 1.5 metres during discharge operations. These fluctuations may present possible hazards to the public, especially in the canyon below the spillway. However several precautions are taken by B.C. Hydro to reduce this hazard including inspecting the spillway and sounding a siren before discharging water. Warning signs are also posted.

e) Vegetation

The park is situated in the coastal Douglas fir biogeoclimatic zone. Although the majority of the park area was logged during 1928-1929, fifty-six years of regeneration has provided tree species typical of this zone. The major tree species found in the park include: Douglas fir (*Pseudotsuga menziesii*), Grand Fir (*Abies grandis*), Western Red Cedar (*Thuja plicata*), Lodgepole Pine (*Pinus contorta*), Western White Pine (*Pinus monticola*), Western Hemlock (*Tsuga heterophylla*), Red Alder (*Alnus rubra*), and Big Leaf Maple (*Acer macrophyllum*).

Predominant understory plants include: Salal (*Gaultheria shallon*), Ocean Spary (*Holodiscus discolor*), Oregon Grape (*Mahonia* sp.), Salmon Berry (*Ribes sanguineum*), Huckleberry (*Vaccinum parvifolium*), Twinflower (*Linnaea borealis*), and Western Sword Fern (*Polystichum munitum*). Stands of virgin Douglas fir, a significant natural feature, occur adjacent to the Elk Falls day use area.

f) Fish and Wildlife

i) Fish

Several species of trout inhabit John Hart Lake, Campbell River and Quinsam River, including: Steelhead (*S. gairdneri*), Cutthroat Trout (*S. clarki*), and Dolly Varden Trout (*S. alpinus*). Other fish species include Three Spine Stickleback (*Gasterosteous aculeatus*) and fresh water Sculpin (*Cottus* sp.). The fish resource provides significant recreational opportunities for fishermen frequenting the park. Regional fishing regulations restricting location and catches apply at both Campbell and Quinsam Rivers. Campbell River is well known for the proliferation of fish present during spawning. All five species of Pacific Salmon, mainly Chinook, Coho, Pink, Chum and Sockeye, spawn in the Campbell and Quinsam Rivers from August to February. Due to federal regulations sport fishermen are not permitted to retain Sockeye, Pink and Chum Salmon from non-tidal waters. Chinook and Coho are also restricted for part of the season in Campbell River and Quinsam River.

ii) Wildlife

Wildlife most frequently observed at Elk Falls Provincial Park consist of birds and small mammals. Great Blue Heron, Killdeer, Glaucous-winged Gull, Northwestern Crow, Chestnut-backed Chickadee, Golden-crowned Kinglet, and Starling are the most abundant resident birds found in the area. Small mammals include: Wandering shrew, American Red squirrel, White Footed mouse, Townsend's vole, Black rat, raccoon, American mink, River otter, muskrat and beaver. A beaver dam and pond is located west of the Quinsam campground. Large mammals found in the Park year around include Coast deer, American black bear and cougar. Elk utilize portions of the Park adjacent to Loveland Bay for winter range.

2. CULTURAL RESOURCES

a) Archaeological Sites - (Ea Sh 34)

There is one recorded archaeological site located at the south east corner of Lot A, L. 67, P1. 8916. Recorded in 1971, the site consists of a small shell midden with fire broken rock. The significance of the site is not known at this time, however the Campbell River area has been inhabited by native Indians for 10,000 years or more. The rich natural resources supported Salish Indian villages and later, Kwakiutl speaking people.

b) Historical

Logging opportunities provided the impetus for the development of the Campbell River townsite and surrounding area. Large logging camps were set up in the vicinity from the 1880's onward. Most of the land which is now Provincial Park was logged during the mid to late 1920's. Springboard notches found in tree stumps throughout the Park is an example of one of the components in early logging techniques worthy of interpretation.

In 1938 fire ravaged 115 square miles of logged and timbered land in the vicinity of Elk Falls Park. Over 1500 firefighters battled for weeks to save timber and communities. First growth fir found in the vicinity of Elk, Moose and Deer Falls is probably a result of the firefighters efforts, as it is one of the few pockets of timber to survive. An intense reforestation program directed by the Forest Service helped restore the land to its present state.

3. VISUAL RESOURCES

a) Visual Qualities

The visual environment consists of both natural and manmade elements that can be enjoyed from a number of viewpoints. The dam, power station, and associated structures are all interesting visual elements worthy of interpretation.

The park is blessed with natural scenic landscapes ranging from scenic vistas of river courses, waterfalls, lake edges and the enclosed feeling one experiences from the overhead plane of the coniferous forest. The natural setting provided by the conifers in both the campground and day use areas is a significant experience for visitors to the park.

4. RESOURCE ANALYSIS

(a) Opportunities and Constraints

The park's proximity to the Municipality of Campbell River provides excellent opportunities for the dispersal of recreation opportunities offered in the park and by other provincial parks in the region. Opportunities for natural history interpretation, picnicking, hiking and fresh water swimming are presently under utilized.

Constraints towards utilizing some of these opportunities are assocated with the hydro operations adjacent to the park. Regulation of water levels, by the Hart Dam, has reduced water flow below the dam thereby reducing the visual integrity of the falls. Periodic spilling of water from the reservoir is a potential hazard for park users below the dam as water levels may rise significantly for a short period.

b) Significnce to Park System Conservation Goals

i) Representative Landscape

- Partially representative of the Georgia Strait Lowlands and Islands regional landscape.

ii) Special Natural Features

- There are no natural features of provincial or national significance, however there are many regionally important features such as stands of virgin Douglas fir, scenic waterfalls and natural swimming pools.

iii) Historical Resources

- Representative of early coastal logging practices.

iv) Outstanding Outdoor Recreation and Scenic Resources

- Scenic falls.

c) Significance to Park System Recreation Goals

i) Camping

The park offers an attractive riverside camping environment with favourable climate and excellent vehicle access off Highway 28. The camping area is under-utilized at present. Opportunities exist for providing a self-guiding interpretation facility in the vicinity of the existing campground.

ii) Day Use

Elk Falls Park is particularly well suited to day use activities due to its proximity to Campbell River. The park offers day use opportunities in a river oriented setting including picnicking, swimming, sunbathing, nature appreciation, walking trails and fishing.

iii) Information and Education

Close proximity to Campbell River, and a popular tourist area, makes the park an ideal location for dispersal of provincial parks information and school programs.

d) Significance of Resources to Park System Tourism Goals

The combination of natural and recreational resources and the close proximity to Campbell River make the park a valuable day use and overnight accommodation spot for the motoring public.

D. LAND TENURES, OCCUPANCY RIGHTS AND JURISDICTIONS

1. LEASES AND USE PERMITS

a) #48 to Crown Zellerbach for a logging road right-of-way - expires June 30, 1992.

b) #235 to B.C. Hydro for a transmission line right-of-way - expires June 30, 1992.

c) #285 to B.C. Hydro for a transmission line right-of-way - expires September 15, 1992.

d) #321 to B.C. Hydro for a transmission line right-of-way - expires July 31, 1986.

e) #531 to B.C. Forest Service for water and power lines - expires August 31, 1988.

f) #613 to Ministry of Fisheries for access to a hatchery - expires December 31, 1991

g) #644 to B.C. Hydro for a transmission line off Argonaut Rd. - expires December 31, 1994.

h) #648 to B.C. Telephone for an underground cable – expires April 30, 1994.

i) #753 to Greater Campbell River Water District for maintaining an underground water pipeline - expires December 31, 1987.

j) #643 to Ministry of Fisheries for a transmission right-of-way - expires December 31, 1994.

k) #300 to Crown Forest Industries Ltd. for an access road.

l) #429 to Campbell River Water District for water pipe and building.

m) #532 to MacMillan Bloedel for maintaining an access road.

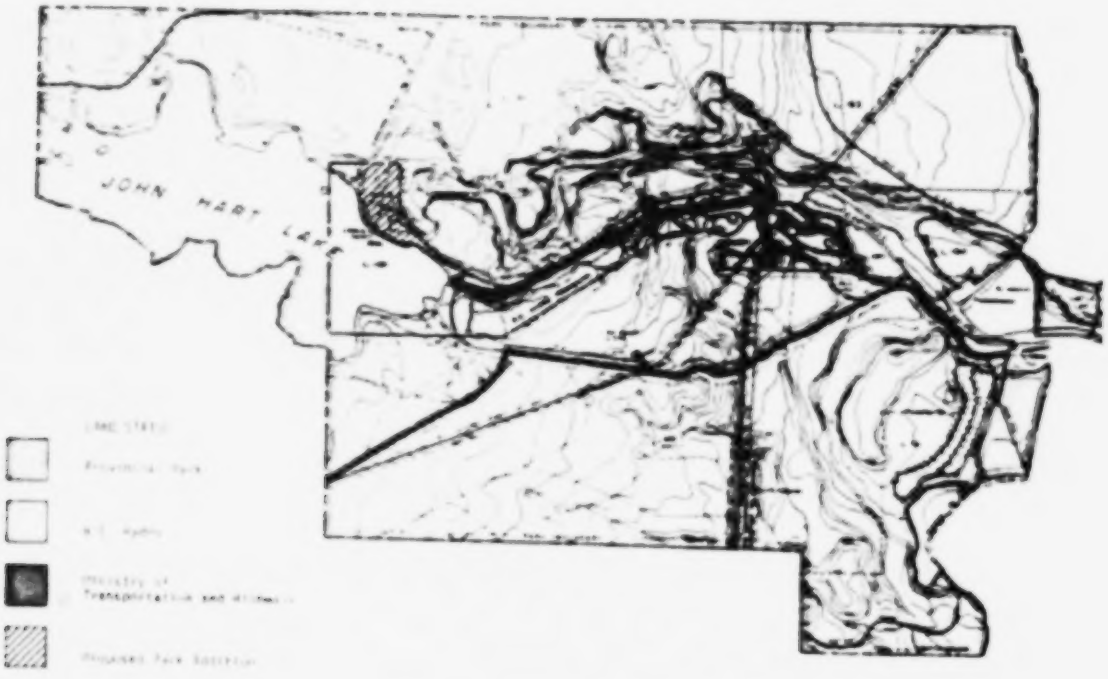
n) #652 to Campbell River Gun Club for erection of a fence and sign.

o) #1244 to North Campbell River Water Works for maintaining an underground water pipeline.

p) #1516 to Fisheries and Oceans for spawning enhancement.

q) #1522 to Hecate Excavating Ltd. for maintaining an access road.

LAND STATUS



2. FEE SIMPLE LANDS

a) Hwy 29, Gold River Hwy, Plan 1430, Min. of Highways - width 66'

b) Snowdown Creek Road - Forest Service road - width 66'

c) Loveland Lake Road - Forest Service road - width 66'

d) Inholding - L. 1124 B.C. Hydro C.G., 246 acres

e) Inholding - L. 1122 Plan 557 RW B.C. Hydro, C.G. 5.9 acres

f) Inholding - L. 1471, B.C. Hydro C.G. 2.4 acres.

g) Inholding - L. 1470, B.C. Hydro C.G. 1.0 acres.

3. OTHER TENURES

A letter of authority to the Willis Point Boy Scout Group to take Christmas Trees from the B.C. Hydro R.W. P.U.P. 321.

4. TRESPASSES - None

5. MINERAL CLAIMS - None

6. STATUTORY JURISDICTIONS

a) Elk Falls Provincial Park is a Class A Park.

b) Heritage Conservation Act - Archaeological Site Ea Sh 34 is located within the park boundary.

c) Hunting regulations - hunting, shooting and the discharge of firearms are prohibited in the park (Park Act).

d) Fishing Regulations - the park is subject to provincial and federal regulations.

7. MAJOR ADDITIONS AND BOUNDARY ADJUSTMENTS CONTEMPLATED.

a) Portion of Lot 1124 adjacent to Moose Falls.

E. EXISTING FACILITIES

1. Quinsam Campground - Facilities at the campground include 122 standard campsites, sanitary facilities and sanistation.

2. Moose Falls Parking and Day Use Area - Facilities consist of a gravel parking lot, information shelter, picnic tables and sanitary facilities. The area presently utilized by park visitors. Trail access to the viewing area for the falls and swimming lies outside the park boundaries.

3. Elk Falls - Deer Falls Parking and Day Use Area - Existing facilities consist of parking facilities, picnic tables, information signage, sanitary facilities and walking trails.

4. Park service yard located north of Quinsam River camground loop consists of a fenced compound, service buildings and gravel parking area.

5. The Quinsam River Trail consists of approximately 2 km of rough trail south from Quinsam campground bordering the Quinsam River.

EXISTING FACILITIES

Figure 3

F. MARKET ANALYSIS

1. EXISTING USE

a) Camping

Visitors to Elk Falls Provincial Park consist primarily of residents of British Columbia. Park data indicates that 66% of park visitors originate from within B.C., 15% from other Canadian Provinces, and 19% from the United States. From within B.C. the majority of visitors consisting of family groups and retired couples originate from the Greater Vancouver and Capital Region Districts. The main use season for the park is from May to September with peak use occuring during July and August. Elk Falls received 7,458 camping visits (in parties) in 1984. Camping use has shown a steady decrease in use since its peak in 1979 (see Appendix I).

b) Day Use

The park is a popular day use destination area utilized by the touring public originating from the Greater Vancouver and Capital Region Districts, and regional residents. Day use attendance has remained relatively constant since 1981 (see Appendix II). The majority of use occurs during June, July and August, however, significant visitation occurs during the off season.

2. SUPPLY

The Campbell River area is popular with the camping oriented tourist as indicated by the wide variety of outdoor recreational opportunities offered by both the private and public sector. The supply of outdoor recreational opportunities is summarized in a table (See Appendix III).

The private sector with 1223 camping or R.V. sites accounts for 66% of the local market. Private facilities are predominantly oriented to an ocean environment offering salmon fishing guiding, boat rentals, beach activities, and picnicking, with a wide range of convenience facilities including showers, flush toilets, water, electrical hookups, and laundry facilities.

The Ministry of Forests also offer outdoor recreational opportunities in the market area within a one hour drive. Thirty-two rustic recreation sites, with 97 campsites, have been designated and developed in the Sayward Provincial Forest, west of Campbell River. Typical facilities include an informal tenting area, picnic tables, pit toilets, litter containers, and in some cases, gravel boat launches. The primary recreational activities are water oriented; camping, fishing, boating, swimming, and beach activities. Other activites of importance are hunting, wildlife viewing, four-wheel driving, trail biking, snowmobiling and cross country skiing.

Public outdoor recreational opportunities are provided by both provincial parks and the Municipality of Campbell River. Municipal park facilities are oriented to day-use activities in an ocean and lake setting.

The Parks and Outdoor Recreation Division operate ten vehicle accessible provincial parks in the vicinity of Campbell River, offering a variety of camping and day use opportunities in an ocean front, lake and river settings. Provincial parks provide a total of 524 camping sites, 28% of the local market. The widest range of recreational opportunities in the market area occur in provincial parks.

3. DEMAND

There is very little information available to assess specific demand for park and outdoor recreational services. Some evidence of general demand can be hypothesized based on park use attendance, private campground operations, community growth and trends in changing values of the public regarding fitness and environmental consciousness.

Park use attendance figures provide a measure of demand based on consumption of service. From the attendance figures for provincial parks in the market area, it is evident that camping facilities are being utilized for a short period during the months of July and August. Demand for camping opportunities has shown a steady decrease since its peak in 1979. Demand for day use opportunities has remained relatively constant since 1981.

The significant quantity of private campgrounds in the market area indicates that a viable competitive market exists. Demand for private sector recreational opportunities in the Campbell River area is highly seasonal and largely dependent on the fluctuating salmon sports fishery. However, demand for recreational opportunities associated with the salmon sports fishery is expected to continue during the summer months.

Long range forecasts for community growth have potential ramifications related to an increase in future park use. Population growth in the regional district of Comox-Strathcona is estimated at 2.1% annually to the year 2001. Population increases in the

study area is expected to add to this demand. In recent years trends of society towards health and fitness, as well as an increasing environmental consciousness, point towards an increase demand for recreation opportunities relating to nature and physical health. In the 1978 study of suitability in recreation available to residents of urban B.C. by P. Meyer, recreation activities included in the top seven rankings by residents of Campbell River were fishing, camping, swimming, boating and nature walks. Maintaining close contact with nature and physical health are major future concerns of recreationists.

4. IMPLICATIONS FOR ELK FALLS PROVINCIAL PARK

a) Camping

Although demand for camping opportunities has shown a decline since the late 70's an upward swing in demand over the long term is likely to occur due to the forementioned population increases and society's changing attitudes towards fitness and increased environmental consciousness. Fishing, camping, swimming, boating and nature walks ranked very high as recreational activities enjoyed by regional and local residents. In view of existing use levels of camping facilities further expansion is not warranted at this time. Rather, emphasis should be placed on increasing the variety and quality of recreation opportunities and facilities associated with camping to enhance the camping experience. Enhancing existing camping opportunities in this manner may create new demand and result in the need for expansion at a future date. Since the change in demand could change during any given year it will be important to monitor park attendance and other demand indicators over the next few years.

b) Day Use

Demand for day use opportunities at Elk Falls Provincial Park is expected to remain high due to the future growth of the community of Campbell River. Emphasis should be placed on upgrading and expanding the variety of opportunities to meet regional and community needs. Fishing, swimming, nature walks, and boating all rank high as day use activities enjoyed by regional and local residents.

G. PLANNING ISSUES

Elk Falls Provincial Park offers camping and day use opportunities in a River oriented setting. Existing use of the camping facilities is moderate and the Park's potential for providing day use opportunities has not been utilized. The dominant planning issues revolve around improving the overall use of the Park and the level of facility development that is appropriate for the Park.

1. Level of Park Development Associated with Community and Tourism Needs in the Campbell River Area

   The Campbell River area is a major tourist destination and service area for the northern half of Vancouver Island. Upgrading and expansion of Park facilities could strengthen the municipality's role as a centre for tourism as well as add significantly to the recreation experiences available to the local community. What facilities need to be expanded or enhanced to best serve community and tourism needs?

2. Type and Location of Park Development

a) Camping - campground attendance has steadily decreased since 1979. How can use of camping facilities be improved? Showers, flush toilets, and paving have been recent additions to provincial park facilities. Should these amenities be provided at Quinsam campground? Should group camping facilities be provided in the campground? Should interpretive facilities be introduced?

b) Day Use - Provision of day use opportunities is an important component of the Park as existing use demonstrates. To what level should existing facilities be upgraded and new facilities developed to utilize the Park's potential for providing day use opportunities? Where should new facilities be located to best serve the public?

3. Evaluation of Adjacent Lands for Provincial Park Purposes Existing Park boundaries do not include land adjacent to and including Moose Falls. This land is accessible from the day use parking lot via a well developed trail. The area is a popular sun bathing and swimming spot and is also used extensively by visitors for viewing the falls. Should this land be considered for incorporation into the park? What are the management implications?

PART II: THE PLAN

A. PURPOSE/OBJECTIVES

The general purpose of Elk Falls Provincial Park is to provide upland feature-oriented camping and day use opportunities to the travelling public as well as the residents of Campbell River and their visitors.

The specific objectives related to these broad goals are as follows:

- to provide 12,000 camping opportunities annually
- to provide 25,000 day use opportunities annually
- to upgrade facilities at existing day use areas to increase use of the sites
- to upgrade facilities at Quinsam campground to increase use of the site
- to provide parking, sanitary, and trail facilities adjacent to Quinsam River to increase use of the site
- to provide a park portal, information centre and picnic area at the entrance to the park to increase use of the park
- to provide visitor programs emphasizing provincial park opportunities in the area.

B. ZONING

Elk Falls Provincial Park will be managed as two zones; a natural environment zone, and development zone with a service sub-zone. The purpose of the development zone is to provide a variety of facility oriented recreational opportunities oriented toward maintaining high quality recreation experience. This includes all areas of the park presently developed for camping and day use opportunities. The proposed park addition adjacent to Moose Falls would be included in this zone.

The purpose of the natural environment zone is to ensure that management actions will maintain or restore, if required, the natural environment setting of the park. The natural environment zone includes the remaining areas adjacent to park development.

The service subzone identifies the area where park operations will be based. (see Fig. 4).

ZONING MAP

C. DEVELOPMENT PLAN

The proposed development is oriented toward diversifying recreation opportunities, significantly improving basic park services and expanding public information with the objective of increasing the overall use of the park. In consideration of the objectives for the park the following development and facility upgrading is proposed (see Fig. 5).

a) Park Entrance - Provide a park entrance sign that depicts the identity of the Park, fifteen car paved parking lot off the north side of Highway 28 across from the Quinsam River campground, information, picnic and sanitary facilities. Provide a trail from the parking area to the River's edge and a viewpoint with interpretive information at the confluence of the Quinsam and Campbell River.

b) Quinsam River Campground - Provide a group camping area, three flush toilet/shower buildings, self guiding interpretive trail around the beaver pond west of the campground, pave the campground roads and formalize a site for an amphitheatre.

c) Moose, Elk and Deer Falls Day Use Area - Upgrade trails and viewpoints, rehabilitate disturbed landscape adjacent to trails, increase interpretive information and post warning signs relating the sudden water level fluctuations caused by discharge from the Dam.

d) Quinsam River Trail Upgrading and Parking Area - Upgrade trail from Quinsam campground to parking area. Provide a ten car parking lot, information and sanitary facilities.

DEVELOPMENT PLAN

D. MANAGEMENT POLICIES

1. RESOURCES

a) Land

- The land will be managed according to the Park Act and the zoning proposed for the park.

b) Vegetation

- Trees will be monitored on a periodic basis for any hazards that may affect public safety and corrective action taken as required.
- Only native species of plant material will be used in revegetation works.
- A fire management plan will be prepared.
- Major insect and disease infestations will be dealt with as per Division policies.

c) Wildlife

- The No-Hunting policy will continue.
- Existing wildlife species habitat will be retained at present levels as much as possible.

d) Visual

- The visual quality of the park will be maintained with emphasis on retaining the park-like quality of the campground and day use areas.
- Existing vegetative buffer areas, particularly those adjacent to use areas and along roads will be retained to protect the visual quality of the park.

2. PUBLIC USES

a) Recreation

- The acceptable types of recreation for this Park includes camping, picnicking, fishing, swimming, hiking, and nature appreciation.

b) Education

- Information regarding sudden water level fluctuations due to discharge of water from the Dam will be posted at Moose, Elk and Deer Falls Day Use areas.

- Public education programs include inherent natural attributes of the Coastal Lowlands Natural Region. Natural history themes will focus on pond life, beaver life (history, ecology), salmon (species, life history), water (waterfall features, erosion, deposition and river ecology). Human history themes will include Southern Kwakiutl use of the site, the John Hart hydro project and the Campbell River forest fire.

c) Special and Other Uses

- Existing park use permits will be reviewed prior to renewal to evaluate possible conflicts with park use.

E. MARKETING AND INFORMATION PROGRAM

The current marketing and information strategy for Elk Falls Park is to promote camping and day use opportunities through the standard provincial park map, park brochure and staff referrals, information shelters within the park and regional recreation opportunity information presented in nearby provincial parks. Further promotion of the park should occur through local news releases as facilities and recreation opportunities are expanded and upgraded.

F. PLAN IMPLEMENTATION

PHASE I

1. Develop Park entry, picnic and information facility and Park entry sign.
2. Expand natural history interpretive and potential hazard information relating to the spillway at existing day use areas.

PHASE II

1. Provide three flush toilet/shower buildings at Quinsam River campground.
2. Develop group use camping area at Quinsam River campground.
3. Expand interpretive facilities at Quinsam River campground.
4. Upgrade trails to falls in existing day use area and rehabilitate disturbed landscape adjacent to trails.

PHASE III

1. Develop new day use area with parking and information south of Quinsam campground along Quinsam River.
2. Upgrade Quinsam River trail.
3. Pave Quinsam campground road.

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APPENDIX I: CAMPGROUND ATTENDANCE AT ELK FALLS PROVINCIAL PARK 1979-1984

Year	Party Nights
1984	7,458
1983	7,859
1982	8,974
1981	10,464
1980	10,518
1979	11,699

APPENDIX II: DAY USE ATTENDANCE AT ELK FALLS PROVINCIAL PARK 1979-1984

Year	Party Days
1984	18,223
1983	20,021
1982	19,854
1981	20,543
1980	4,804
1979	4,600

APPENDIX III: OUTDOOR RECREATION SUPPLY

PROVINCIAL PARKS

 # 1 COURTNEY SOUTH TO PARKSVILLE (HWY # 19)

	# CAMPSITES	WALK-IN CAMPING	PICNICKING	BOAT STATION	SWIMMING	FISHING	BOAT LAUNCH	HIKING TRAILS
# 44 FILLONGLEY PROV. PARK	10		•		•	•		
#283 TRIBUNE BAY PROV. PARK			•		•	•		
#175 HELLIWELL PROV. PARK			•		•	•		•
# 92 ROSEWALL CREEK PROV. PARK						•		
#211 HORN LAKE CAVES PROV. PARK								
#304 SPIDER LAKE PROV. PARK			•					•
#181 RATHTREVOR BEACH PROV. PARK	174		•	•	•	•		•
								•

 # 2 PARKSVILLE EAST (HWY # 4)

# 29 LITTLE QUALICUM FALLS PROV. PARK	92		•		•	•		•
# 30 ENGELLAND PROV. PARK						•		•
# 28 STAMP FALLS PROV. PARK						•		•
#287 TAYLOR ARM PROV. PARK			•			•		•
#171 SPROAT LAKE PROV. PARK	57		•		•	•	•	•
#258 FOSSIL PROV. PARK			•		•	•		•
# 24 QUALICUM RIVER FALLS PROV. PK.	105		•		•	•		•

 # 3 PARKSVILLE SOUTH TO DUNCAN

#175 AGNUTUS GROVE PROV. PARK								
#138 NEWCASTLE ISLAND PROV. PARK								
#113 GABRIOLA SANDS PROV. PARK		•	•		•	•		•
# 26 PETROGLYPH PROV. PARK			•		•			•
#292 ROBERTS MEMORIAL PROV. PARK								
#301 HEMER PROV. PARK			•		•	•		•
# 27 IVY GREEN PROV. PARK	43	•	•	•	•	•		•
#216 SHAWNIGS PROV. PARK			•		•	•		•

NATIONAL PARKS

PACIFIC RIM NATIONAL PARK	493	•	•	•	•	•		
* Plus 200 overflow - often to capacity during July and Aug.								
TOTAL	576							

PRIVATE

 # 1 DUNCAN TO PARKSVILLE

RIVERSIDE CAMPGROUND (Duncan)	80
COUNTRY VILLAGE CAMPGROUND (Chemainus)	60
SEASIDE TRAILER COURT (Ladysmith)	5
MAPLE LANDING CAMPGROUND (Lady	20
PLEASANT VIEW CAMPSITE (Ladysmith)	14
A ALL SEASONS RESORT LTD. (Ladysmith)	70
[illegible] CAMPGROUND (Ladysmith)	15
[illegible] CAMPSITES (Ladysmith)	10
[illegible] TRAILER PARK (Chemainus)	50
[illegible] TV & CAMPING (Chemainus)	55
BEACH PARK CAMPGROUND (Chemainus)	45
JINGLE POT CAMPGROUND (Chemainus)	10
SHORECREST CAMPGROUND (Ladysmith)	31
[illegible] TRAILER PARK (Chemainus Hwy)	90
BEACHCOMBER MOTOR (Chemainus Hwy)	53

 # 2 PARKSVILLE - HWY CLOSURE

[illegible] LAKE RESORT	75
[illegible] TRAILER CAMPGROUND	30
[illegible] MOTEL CAMPGROUND	100
[illegible] TV & TRAILER CAMPGROUND	200
[illegible] RESORT	15
[illegible] MOTEL - CAMPGROUND	9
[illegible] CAMPGROUND	20
[illegible] CAMPGROUND	50
[illegible] & TRAILER PARK	30
[illegible] RESORT	42
[illegible] RESORT	21
[illegible] TRAILER PARK	93
[illegible] MOTEL	81
[illegible] TRAILER PARK	55
[illegible]	43
[illegible] TRAILER PARK	96
[illegible]	250
[illegible] RESORT	60
[illegible] CAMPGROUND	91
[illegible] & MOTEL CAMPGROUND	95
[illegible] RESORT TRAILER PARK	5
[illegible]	75
[illegible] & TRAILER PARK	66
[illegible] CAMPGROUND	100
[illegible] TRAILER PARK	66
[illegible] TRAILER PARK	9
[illegible] RESORT	16
[illegible] & TRAILER PARK	60
[illegible] MOTEL COURT	87
[illegible] & SHORE CAMPGROUND	14
[illegible] CAMPSITES	10
[illegible] RESORT	20
[illegible]	50
[illegible] CAMPGROUND	10
[illegible] LAKE CAMPGROUND	50
TOTAL	2969

NOTE: FOREST SERVICE SITES

- many informal forest service sites are being utilized at present. One of these sites [illegible] Bay on Rare Island receives significant use with as many as 200 camper parties during the busy summer months.

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Source: Tourist Accommodation Guide